ICONIA | W510

Buyers Guide | Holiday 2012

Acer® ICONIA W510-1620

acer

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Model	Acer® ICONIA W510-1620
MSRP	$549.99
On–Ad Date	October 26, 2012

High Level Specifications

- Intel® Atom™ Dual-Core Processor Z2760 1.5GHz with Intel® Burst Technology up to 1.8GHz
- Windows 8
- 10.1" HD 1366 x 768 resolution
  Wide viewing angle (up to 178 degrees)
- 2048MB DDR3 Dual-Channel Memory
- Intel® Graphics Media Accelerator
- 32GB Internal Storage
- 8MP Rear-facing HD camera
- 2MP Front-facing HD camera
- Acer Invilink™ Nplify™ 802.11a/b/g/n Wi-Fi Certified™ with support for Acer SignalUp™ wireless technology
- Bluetooth® 4.0 + HS
- High Definition Audio Support
- 1 - Micro USB 2.0 Port
- 1 - Micro-HDMI™ Port with HDCP Support
- 2-Cell Li-Polymer (3540 mAh)
- Up to 9 hours of battery life
- 1.27 lbs. | 580 g (tablet only)

Selling Points

1 A Whole New Touch Experience!

The **Acer ICONIA W510** provides the optimum performance and features a 5-point multi touch display and the **new Windows 8 OS** for a smooth, hands-on multimedia experience.

The exceptional **10.1" HD display** makes you feel what you see with consistent and accurate colors from **wider viewing angles of up to 178°**. This tablet breathes life into movies and games, lets you enjoy reading and picture editing, and is ready for all sorts of fun apps.

Launch the **Acer Ring** for a unique touch interface that provides a fast and seamless way to view documents, play music, browse the web and view photos and videos. Add your favorite apps to the Acer Ring and launch them easily or slide over to the device control function to quickly manage devices. Its simple!

Windows 8 has been re-imagined to be all about you. Put what matters most right on your Start screen, and get instant access to your people, apps, sites and more, so you can spend less time searching and more time doing. Windows 8 is smooth, intuitive, and designed to let you do what you want, the way you want.

2 Instant Enjoyment

The **W510** is the world's first Intel® CPU-based tablet with **Acer Always On** technology. Simply press it and it's on and updated, just like a phone, anywhere and anytime, with up to 3 weeks of standby battery life.

 Acer Always Connect remembers frequently visited Wi-Fi spots and connects you to the Internet in just 2.5 seconds. No more waiting.

Built-in 802.11a/b/g/n Wireless provides the freedom to roam to hot spots while **Bluetooth**® technology lets you wirelessly connect to other Bluetooth-enabled devices such as phones and printers, eliminating the need for cables.

 The **8MP rear-facing camera** and **front-facing camera** present clear, lifelike images for capturing snapshots or enjoying high-quality face-to-face chats.

With **AcerCloud,** your PC's storage IS your Cloud storage with wireless access to your photos, music, videos and documents—wherever you are, on any PC, on all your devices!

3 Loads of Fun Everyday

Enjoy hours of entertainment with friends, family, or own your own! Preloaded apps like **Kindle** provides endless reading material while **Netflix** instantly delivers the latest movies to your tablet for entertainment anywhere. Port your whole experience to your big screen TV in full HD glory through the **micro-HDMI™ port**.

The ICONIA W510 is the perfect blend of portability and productivity. With **up to 9 hours of battery life**, you have the entire day to do what you want—check the morning news, update your social media at lunch, and book a restaurant reservation in the evening.

SocialJogger puts your social life in one place so you can check updates from your Facebook® and Twitter contacts in a single glance!

The dock features a **USB 2.0 port** providing convenient file sharing and connectivity between a digital camera or other mobile devices.

Product Messaging

Tagline
Media Enjoyment

Positioning Statement
The 10.1" Acer ICONIA W510 is an ultra-responsive HD tablet that delivers an incredible hands-on experience in a lightweight device that's smaller than a magazine. Featuring an Intel® Atom™ Processor, the W510 runs on the new Windows 8 operating system and sports a 5-point multi-touch display that opens up new possibilities for interaction. This easy to carry tablet starts up with one press like a smartphone, while up to 9 hours of battery life keep you at peak productivity.

Packaging and Documentation

Hardware Items
AC Power Adapter
AC Power Cord
Micro HDMI to VGA Converter

Documentation
Setup Poster
Wireless Setup Card
Registration/Limited Warranty Card
COA Label for Microsoft® Installed software
McAfee® Internet Security Suite Trial

Online Documentation
User's Guide

Processor

Intel® Atom™ Dual-Core Processor Z2760 1.5GHz
with Intel® Burst Technology[1] up to 1.8GHz
(1MB L2 cache)

Display

10.1" HD 1366 x 768 resolution, high-brightness (350-nit), Acer CrystalBrite™ LED-backlit TFT LCD with integrated 5-point multitouch screen, supporting finger touch and image auto rotation (16:9 aspect ratio)

Wide viewing angle (up to 178°)
Mercury-free, environment-friendly

Memory

2048MB of LPDDR2 800 MHz Onboard memory chip support (2GB)

Video

Intel® Graphics Media Accelerator[2] with 64MB of dedicated system memory
Dual independent display support

Audio

High-definition audio support
Two built-in stereo speakers
Integrated digital microphone

Storage

32GB internal storage[3]

Digital Media Card Reader

MicroSD memory slot up to 32GB
(SDHC 2.0 compatible)

Optical Drive

Not available

Communications

Acer Invilink™ Nplify™ 802.11a/b/g/n Wi-Fi Certified™ with support for Acer SignalUp™ wireless technology
Bluetooth® 4.0 + HS

Webcam

8MP rear-facing HD camera (3264 x 2448, 1080P HD)
2MP front-facing HD camera (1920 x 1080, 1080P HD)

Input and Output

1 - Micro USB 2.0 port
1 - Micro-HDMI™ with HDCP support
1 - 3.5mm combo jack (headphone/speaker)
1 - DC-in Jack for AC adapter

Input and Control

Touch Panel
Input by 5-point Multitouch Panel
Control Key
Volume up and down button
Rotation Lock switch
Windows button
Multiple Sensor
Gyroscope
E-compass
Accelerometer
Ambient light sensor

Battery Type

2-Cell Li-Polymer (3540 mAh)

Battery Life

Up to 9 hours of battery life[4]

Dimensions

10.18 (W) x 6.6 (D) x 0.35 (H) inches
258.5 (W) x 167.5 (D) x 8.8 (H) mm

Dimensions (Box)

11.73 (L) x 2.68 (W) x 7.83 (H) inches
298 (L) x 68 (W) x 199 (H) mm

Weights

1.27 lbs. | 0.58 kg. (tablet only)
Approximately 3.42 lbs. | 1.55 kg. (box)

Pallet Quantity

260 units per pallet

Limited Warranty

One-year International Travelers Limited Warranty (ITW)[5]

UPC

886541828675

Part Number

NT.L0KAA.003

Software

Windows 8

   Productivity
   Microsoft® Office 2010 Trial[6]
   Acer Backup Manager
   Acer Recovery Management
   Acer Instant Update Utility
   Acer Ring with Device Control
   Norton™ Online Backup

   Security
   Secure Boot, TPM2.0 with Intel® Platform Trust Technology
   McAfee® Internet Security Suite Trial[7]

   Multimedia
   AcerCloud
   Netflix
   Hulu

   eShopping
   Amazon

   Gaming
   Acer Games powered by WildTangent®
   Acer Games powered by Exent

   Communication and ISP
   Acer Crystal Eye
   Social Jogger

   Reference & Utilities
   Encyclopedia Britannica
   iCookbook

   eReading
   newsXpresso
   Amazon Kindle

(1) Overall system performance is based on several PC attributes. GHZ, processor clock speed, is one of the attributes. Intel Burst Technology performance varies depending on hardware, software and overall system configuration.

(2) Shared system memory may be allocated to support integrated graphics depending on system memory size and other factors. Actual system memory available to the operating system will be reduced by the amount of shared system memory utilized by the graphics solution and resources required by the operating environment.

(3) 1GB is 1 billion bytes. Actual formatted capacity is less and may vary depending on preloaded materials and operating environment. Acer eRecovery Management utilizes up to 10GB of the stated hard disk capacity as dedicated backup space.

(4) The listed battery life is based on MobileMark 2007® productivity mode testing with wireless on. Details of MobileMark 2007® testing are available at www.bapco.com. Battery life rating is for comparison purposes only. Actual battery life varies by model, configuration, applications, power management settings, operating conditions, and utilized features. A battery's maximum capacity decreases with time and use.

(5) For a free copy of the standard limited warranty end users should see a reseller where Acer products are sold or write to Acer America Corporation, Warranty Department, P.O. Box 6137, Temple, TX 76503. TFT displays commonly exhibit a small number of colored dots, so called "nonconforming pixels." This phenomenon is a limitation of TFT LCD technology, not a product defect and, as such, is not covered by the limited warranty or by the upgrade programs. For International travelers warranty: Valid only in countries where Acer has an authorized repair facility. For a list of those countries go to http://global.acer.com/support/itw.htm or call 800 816 2237. Services and response times may vary in countries outside the U.S. and Canada.

(6) Microsoft Office 2010 Trial included. After or during the 60-day trial, purchase an Office 2010 Product Key to activate one of the following Office 2010 suites preloaded on this PC: Office Home and Student 2010, Office Home and Business 2010, Office Professional 2010.

(7) Internet access required. First 60-days of live updates included, subscriptions required post 60-days.